

USDA Weekly Retail Turkey Feature Activity

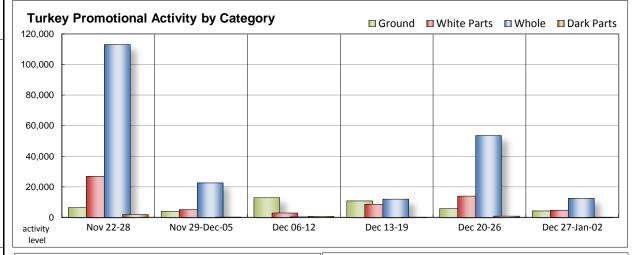
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/27 thru 01/02.

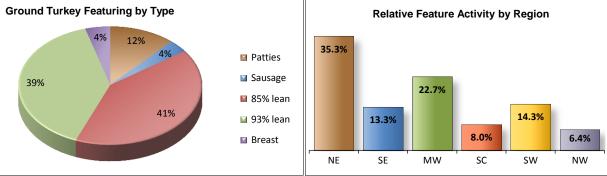
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY											
	Г		Г		LACT	VEAD					
		WEEK		WEEK	22.9% of 22,500 outlets 2.2%						
Feature Rate 1/		of 23,200		of 23,200							
04/		tlets		tlets							
Special Rate 4/ Activity Index 2/		6% ,690		7% ,550							
3/		Wtd Avg		Wtd Avg	10,450 Stores Wtd Avg						
WHOLE BIRDS:	310163	Wtu Avg	310163	Wtu Avg	310163	With Avg					
Fresh - Hens	1,730	1.63	16,110	1.69	430	1.58					
" - Toms	1,730		· ·		430						
Frozen - Hens	4,440				1,200						
" - Toms	4,670		· ·		1,080						
PARTS:	1,010		,		1,000						
Breast:											
Bone-in, whole											
Fresh	510	2.76	1,870	2.66	180	2.32					
Frozen	3,420	1.38	11,420		840	2.48					
Split, bone-in											
Fresh											
Rotisserie	290	8.25	400	8.40	60	7.32					
Boneless, whole	20	3.99	20	4.99							
Cutlets	520	5.01	40	4.99	150	5.43					
Cutlets, thin sliced			250	4.99							
Strips											
Tenders	20	4.79			140	4.84					
Marinated Tenders	770		1,120	4.25	960						
Drumsticks	10	1.59	60		60	1.66					
Thighs			20	2.34							
Wings	20	1.67	60	1.99	60	1.66					
Necks	10	1.29	30	1.87	50	1.69					
Smoked Drumsticks	30	1.96	260	2.24	200	1.92					
Smoked Wings	40	2.09	260	2.03	190	1.80					
Smoked Necks	30	2.11	210	1.98	200	1.79					
GROUND TURKEY:	4,280	3.21	5,780	3.41	4,130	3.52					
Patties	500	3.49	150	3.44	310	3.52					
Sausage	150	3.43	930	3.31	480	3.35					
85% lean	1,750	2.93	810	2.58	490	2.54					
93% lean	1,690	3.27	3,660	3.55	2,070	3.25					
Breast	190		230	4.88	780	5.03					
Rolls (frsh/frz 1 lb.)	80	2.50			30	1.76					
Specialty ^{5/}											
Patties	10										
93-94% lean	60	4.25			60	5.10					
Breast			170								
Note: rolls & specialty no	ot included	l in ground	turkey tota	al and weig	hted avera	age.					

This Week's Turkey Feature Highlights

Retail activity decreases as retailers focus their attention on other proteins and items associated with the ringing in of the New Year. Offerings of whole turkeys and bone-in breasts decline this week as expected. Prices for whole turkeys are steady to lower; frozen bone-in breasts are lower, and higher for fresh. White part viewings are less with the exception of cutlets in the Northeastern region. Cutlet and marinated tender values increase with the balance of white items lower than the previous week. Fresh and smoked dark parts are seen less often. Offerings of grinds decline. Grind promotions center on 85% and 93% lean. You will pay more for 85% and less for 93%. Deli feature activity slows, but there are plenty of opportunities should you want to prepare a party platter for entertaining. Thin slicing and shaving meat offerings increase for service deli promotions as well as value size packs for self-service.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) 5/ Specialty: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



Fri. Dec 27, 2013

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Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/27 thru 01/02.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	NORT	HEAST U.S.		SOU	THEAST U.S.	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 33.9% of 4,200 sampled outlets 1.1% of stores w/ no-price promotions				
	(CT,DE,MA,MD,N	IE,NH,NJ,NY,PA,F	RI,VT)	(AL,FL,GA,M	S,NC,SC,TN,VA,W					
Feature Rate 1/		0 sampled outle			100 sampled outlet					
Special Rate 4/	,	/ no-price promo		·	w/ no-price promo					
Activity Index 2/		Index = 8,650			y Index = 4,460		Activity Index = 5,060			
Activity index	Price Range	Summar	V	Price Range Summary			Price Range Summary			
	(\$/pound)	Stores Wtd Avg		(\$/pound)		Vtd Avg	(\$/pound)		,	
				· · · · · · · · · · · · · · · · · · ·		<u> </u>	· · · · · ·			
WHOLE BIRDS:										
Fresh - Hens	1.29 - 2.39	360	1.46	1.29 - 1.99	700	1.62	1.38 - 1.99	640	1.72	
" - Toms	1.29 - 2.39	360	1.46	1.29 - 1.99	700	1.62	1.38 - 1.99	640	1.72	
Frozen - Hens	0.59 - 1.69	1,460	1.16	0.59 - 1.49	830	1.08	0.79 - 1.49	1,260	1.04	
" - Toms	0.59 - 1.69	1,500	1.18	0.59 - 1.49	830	1.08	0.79 - 1.49	1,240	1.04	
PARTS:										
Breast:										
Bone-in, whole										
Fresh				2.29 - 2.79	240	2.67	2.49 - 2.99	130	2.79	
Frozen	0.99 - 1.99	950	1.65	0.99 - 1.99	850	1.31	0.99 - 1.99	640	1.26	
Split, bone-in										
Fresh										
Rotisserie				8.49	70	8.49				
Boneless, whole	3.99	20	3.99	0.43	70	0.43				
,										
Cutlets	4.99	500	4.99							
Cutlets, thin sliced										
Strips										
Tenders										
Marinated Tenders	4.26 - 4.99	640	4.37	4.26	70	4.26				
Drumsticks							1.59	10	1.59	
Thighs										
Wings				1.79	10	1.79	1.50 - 1.59	10	1.55	
Necks										
Smoked Drumsticks	1.99	20	1.99				1.89	10	1.89	
Smoked Wings	1.99	20	1.99				1.89	10	1.89	
Smoked Necks	1.68 - 1.99	20	1.92							
GROUND TURKEY:										
Patties	2.99 - 3.69	450	3.44				3.99	20	3.99	
Sausage	3.10 - 3.99	60	3.42				3.99	20	3.99	
85% lean	2.33 - 3.33	1,080	2.77				2.98	10	2.98	
93% lean	2.53 - 4.09	1,120	3.34	2.91 - 3.33	90	3.22	2.91 - 3.19	320	3.05	
Breast (99-100% lean)	4.99 - 5.38	40	5.20	5.49	70	5.49	2.01 0.10	320	0.00	
Rolls (frsh/frz 1 lb.)	4.00 - 0.00	70	0.20	0.40	70	0.40	2.50	80	2.50	
Specialty 5/							2.50	00	2.00	
Patties	4.99	10	4.99							
93-94% lean	4.49 - 4.99	40	4.99 4.70				3.33	20	3.33	
	4.49 - 4.99	40	4.70				3.33	20	3.33	
Breast										



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USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/27 thru 01/02.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	SOUTH	CENTRAL U.S.		SOUT	HWEST U.S.	NORTHWEST U.S. (AK,ID,MT,OR,WA,WY) 13.3% of 1,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 430			
	(AR,AZ,CO,KS,	,LA,MO,NM,OK,TX	(,UT)	(0	CA,HI,NV)				
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	0.0% of stores v	00 sampled outle w/ no-price promo / Index = 1,780	otions	0.0% of stores Activity	000 sampled outle w/ no-price promo y Index = 2,310				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.69 - 1.99	30	1.84						
" - Toms	1.69 - 1.99	30	1.84						
Frozen - Hens	0.99 - 1.29	410	1.01	0.79 - 1.49	400	0.96	0.99 - 1.68	80	1.06
" - Toms	0.99 - 1.29	410	1.01	0.79 - 1.49	610	0.97	0.99 - 1.68	80	1.06
PARTS:	0.00 1.20	110	1.01	0.70 1.10	0.0	0.01	0.00 1.00	- 00	1.00
Breast:									
Bone-in, whole									
Fresh	2.89	140	2.89						
Frozen	0.99 - 1.88	390	1.06	0.99 - 2.29	500	1.45	0.99 - 1.69	90	1.15
Split, bone-in									
Fresh									
Rotisserie	6.99	90	6.99	8.99	130	8.99			
Boneless, whole									
Cutlets							5.45	20	5.45
Cutlets, thin sliced							0.10	20	0.10
Strips									
Tenders							4.79	20	4.79
Marinated Tenders	4.19	30	4.19				3.99 - 4.19	30	4.12
Drumsticks	4.13	30	4.13				3.99 - 4.19	30	4.12
Thighs									
Wings									
Necks				1.29	10	1.29			
Smoked Drumsticks				1.23	10	1.25			
Smoked Wings	2.49	10	2.49						
Smoked Necks	2.49	10	2.49						
GROUND TURKEY:	2.40	10	2.40						
Patties	3.99	30	3.99						
Sausage	3.27	50	3.27				3.27	20	3.27
85% lean	2.33	30	2.33	2.33 - 3.99	630	3.21	J		J. <u></u> .
93% lean	2.99 - 3.19	90	3.10	3.99	30	3.99	2.00 - 3.49	40	2.90
Breast (99-100% lean)	4.39	30	4.39	0.00		2.00	4.39 - 4.79	50	4.57
Rolls (frsh/frz 1 lb.)					1				
Specialty 5/									
Patties									
93-94% lean									
Breast									



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

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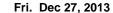
Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 12/27 thru 01/02.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	N	ATIONAL	SUMMAR	Y			NORTHEAST U.S.		SOUTHE	SOUTHEAST U.S.			
	This	Week	Last	Week	Last	Year	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)		(AL,FL,GA,MS,NC,SC,TN,VA,WV)				
Feature Rate 1/	58.7% o	f 23,200	55.0% o	f 23,200	61.1% o	f 22,500							
Feature Rate	sto	res	sto	res	sto	res	77.6% of 4,600 sampled outlets		67.1% of 6,100 sampled outlets				
Activity Index 2/	31,	92N	33,4	410	24	360	Activity Inde	ex = 10,090		Activity Inc	dex = 7,880		
Activity index 2/	31,	030	33,	+10	34,	300	Price Range	Sumn	nary	Price Range Summary		ary	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores Wtd Avg		(\$/pound)	Stores	Wtd Avg	
SERVICE DELI - Turkey													
Category 1													
Processor Brand	3,470	8.28	5,470	7.79	3,540	7.90	5.99 - 12.99	2,570	8.50	7.99 - 8.99	210	8.81	
Private Brand	930	7.41	2,560	7.32	1,780	7.80	6.99 - 9.99	660	7.25	7.49	70	7.49	
Category 2													
Processor Brand	3,650	6.05	2,840	5.97	3,040	5.94	4.99 - 6.99	1,250	5.98	4.99 - 6.49	560	5.83	
Private Brand	2,180	6.50	1,910	7.54	2,780	6.67	4.79 - 6.99	340	5.58	5.99 - 6.99	790	6.78	
Category 3													
Processor Brand	820	3.92	380	4.11	440	3.87	3.99 - 4.98	250	4.04	3.99	70	3.99	
Private Brand	90	4.93	200	5.01	120	4.99	5.48	40	5.48				
Turkey Ham													
Processor Brand	220	3.00	650	5.17	230	3.92	2.99	130	2.99				
Private Brand													
Turkey Pastrami													
Processor Brand	290	5.23	40	3.99	170	3.99	3.99 - 6.99	260	5.49	2.99	20	2.99	
Private Brand													
SERVICE DELI - Chicken													
Category 1													
Processor Brand	3,760	7.53	1,870	7.22	1,370	7.18		510	7.47	5.99 - 7.99	2,220	7.44	
Private Brand	830	6.77	1,090	6.11	1,120	7.71	5.99 - 6.99	170	6.36	6.99	440	6.99	
Category 2													
Processor Brand	130	4.92	140	5.16	50	5.22	3.88	20	3.88	4.99	30	4.99	
Private Brand	240	4.99	90	5.99	160	5.99							
SELF-SERVICE DELI													
(dollars per tub or pouch)													
Turkey 7-10 oz													
Processor Brand	6,650	2.84	7,880	2.99	6,400	3.16		1,530	3.05	2.49 - 3.33	1,670	3.05	
Private Brand	450	2.81	190	3.27	2,700	2.86	2.48 - 3.49	210	3.14				
Turkey 16 oz Processor Brand	1,310	5.43	480	4.44	1 550	4.20	3.99 - 5.99	640	5.73	5.98 - 5.99	130	5.99	
Processor Brand Private Brand	1,310	5.43	460	4.44	1,550 350	4.20 4.78	3.99 - 5.99	040	5.73	5.96 - 5.99	130	5.99	
Chicken 7-10 oz					350	4.78							
Processor Brand	6,430	2.84	7,430	2.96	6,040	3.12	2.49 - 3.99	1,370	3.06	2.49 - 3.33	1,670	3.05	
Private Brand	380	2.85		3.27	2,520	2.86		1,370	3.41	2.45 - 3.33	1,070	3.03	
Filvale Dialiu	300	2.00	190	3.27	2,020	2.00	2.40 - 3.43	140	J.4 I				

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)





USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 12/27 thru 01/02.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

MIDWEST U.S.			SOUTH C	ENTRAL U.S.	SOUTHW	EST U.S.	NORTHWEST U.S.			
	(IA,IL,IN,KY,MI,MI	N,ND,NE,OH,SD,WI)	(AR,AZ,CO,KS,L	A,MO,NM,OK,TX,UT)	(CA,F	(AK,ID,MT,	OR,WA,WY)			
Feature Rate 1/	45 40/ -5 4 000	\	40.00/ -5.4.00/	Na amaria di anglata	40, 407, -10,000					
-		sampled outlets	·) sampled outlets	48.4% of 2,900 s	•	48.8% of 1,200 sampled outlets			
Activity Index 2/	Price Range	ndex = 4,160 Summary	Price Range	ndex = 5,110 Summary	Price Range	dex = 2,900 Summary	Activity Index = 1,690 Price Range Summary			
	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Summary Stores Wtd Avg		
SERVICE DELI - Turkey	(φ/ροατία)	Oloics Wid Avg	(ψ/ροαπα)	Oloics Wid Avg	(φ/ροαιία)	Otores Wid Avg	(φ/ροαίτα)	Otoles Wid Avg		
Category 1										
Processor Brand	5.99 - 9.99	230 7.33	6.99 - 7.99	330 7.26	7.99 - 8.99	30 8.37	6.99	100 6.99		
Private Brand	7.99 - 10.99	130 8.20	6.99 - 7.99	70 7.33						
Category 2										
Processor Brand	4.95 - 6.99	880 6.36	4.99 - 6.99	410 5.97	4.99 - 6.99	80 5.90	5.98 - 5.99	470 5.99		
Private Brand	4.99 - 6.99	260 5.55	5.99 - 7.99	730 6.85	7.99	40 7.99	7.99	20 7.99		
Category 3										
Processor Brand	2.49 - 4.99	240 4.20	3.49 - 4.49	110 4.02	2.69 - 3.49	140 3.07	4.99	10 4.99		
Private Brand	3.88 - 4.99	50 4.48								
Turkey Ham										
Processor Brand	2.69	10 2.69	2.99	10 2.99	2.69 - 3.99	70 3.07				
Private Brand										
Turkey Pastrami										
Processor Brand							2.99	10 2.99		
Private Brand										
SERVICE DELI - Chicken										
Category 1										
Processor Brand	5.98 - 7.99	660 7.00	6.99 - 8.99	50 7.41	6.99 - 9.99	260 9.86	6.99	60 6.99		
Private Brand	5.99 - 7.99	140 6.25	6.99 - 7.99	80 7.32						
Category 2										
Processor Brand	4.98 - 5.95	80 5.15								
Private Brand				240 4.99						
SELF-SERVICE DELI										
(dollars per tub or pouch)										
Turkey 7-10 oz										
Processor Brand	2.49 - 3.79	720 2.73	2.50 - 3.00	1,360 2.67	2.49 - 2.99	860 2.50	2.49 - 3.79	510 2.73		
Private Brand	2.50	10 2.50	2.99	10 2.99	2.50	220 2.50				
Turkey 16 oz Processor Brand	4.99 - 5.39	20 5.18	3.99 - 4.99	400 4.31	6.99	120 6.99				
Processor Brand Private Brand	4.99 - 5.39	20 5.18	3.99 - 4.99	400 4.31	0.99	120 6.99				
Chicken 7-10 oz										
Processor Brand	2.49 - 3.79	720 2.73	2.50 - 3.00	1,300 2.67	2.49 - 2.99	860 2.50	2.49 - 3.79	510 2.73		
Private Brand	2.49 - 3.79	10 2.50	2.50 - 3.00	10 2.99	2.49 - 2.50	220 2.50	2.40 - 0.19	2.73		
i iivate biailu	2.00	10 2.30	2.33	10 2.33	2.00	220 2.50				

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)